

November 5, 2015

*The following was sent to KYAE listserv.*



## Local KYAE programs in the news!

Hello, all!

**I just wanted to share info about a couple of local programs that have made it into the news lately ... Perhaps these will inspire you to try some new methods in getting the word out.**

Raymond Haddix of Simpson County wrote a **letter to the editor** with the title "Adult education can change lives." This letter tells the inspiring story of an adult education student – something that I think is always highly effective. It really puts a face on what we do!

[http://www.bgdailynews.com/opinion/letters\\_to\\_the\\_editor/adult-education-can-change-lives/article\\_42427f32-c891-5e38-8853-28cbc8319d6f.html](http://www.bgdailynews.com/opinion/letters_to_the_editor/adult-education-can-change-lives/article_42427f32-c891-5e38-8853-28cbc8319d6f.html)

Garrard County Adult Education was able to share its good news of ranking as number six KYAE program in the state for fiscal year 2014-15 through its **fiscal agent's website**. This type of PR provides excellent internal marketing to Eastern Kentucky University faculty, staff and students – as well as external marketing to "friends" of ECU.

<http://stories.eku.edu/places/ekus-garrard-co-adult-education-program-6th-best-ky>

**What could your program do to get this kind of FREE publicity?** Submitting press releases and letters to the editor are great ideas. Another idea: If your local newspaper has a "community" page where folks submit pictures of events, vacations, etc., consider submitting photos from your program. You may want to submit photos of recent GED® graduates in caps and gowns, or perhaps a photo of students engaged in a fun classroom activity. (Just be sure to get releases signed by students before you publish!)

If you get press coverage, please be sure to let me know! We love hearing good news from local programs.

**Want other marketing/recruitment/retention ideas? I'm happy to brainstorm with you via phone – or to come out to your program for a 2-3 hour "brainstorming" session. Just say the word!**

Thanks and hope you're having a great Thursday!

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*To learn more about Stronger by Degrees, Kentucky's 2011-2015 Strategic Agenda for Postsecondary and Adult Education, visit [www.cpe.ky.gov/strongerbydegrees](http://www.cpe.ky.gov/strongerbydegrees).*